THE CLAIMS:

1. In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

   receiving, at a first server device from the client device, a request for content;

   providing, by the first server to the client device, the requested content; and

   substantially continuously providing the client device updates to variable data referenced in the content, wherein the variable data is subject to update by the second server.

2. The method of claim 1, wherein substantially continuously providing the client device updates to variable data referenced in the content, comprises:

   determining by at least one of the client devices and the first server device whether the content refers to variable data that is subject to modification by the second server.

3. The method of claim 1, wherein the providing step comprises:

   transmitting executable code from the first server to the client device, wherein the executable code executing on the client device periodically establishes a communication link with the second server to receive any updates to variable data referenced in the content.

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4. The method of claim 1, wherein the providing step comprises:

transmitting executable code from the first server to the client device, wherein the executable code executing on the client device generates the updates to the variable data based on detected conditions associated with the client device.

5. The method of claim 1, wherein the method further comprises:

providing, by the second server, an interface with a purchasing service.

6. The method of claim 1, wherein the providing step comprises:

providing variable data that has been narrowcasted.

7. In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

receiving, at a first server device from the client device, a request for content;

providing, by the first server to the client device, the requested content, and by the second server, variable data referenced in the content; and substantially continuously providing the client device any updates to variable data referenced in the content, wherein the variable data is subject to update by the second server.

8. The method of claim 7, wherein the providing step comprises:

transmitting executable code from the second server to the client device, wherein the executable code executing on the client device periodically

establishes a communication link with the second server to receive any updates to variable data referenced in the content.

9. The method of claim 7 wherein the providing step comprises: providing, by the second server, an interface with a purchasing service.

10. The method of claim 7 wherein the providing step comprises: providing variable data that has been narrowcasted.

11. A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at a first server device from the client device, a request for content;

providing, by the first server to the client device, the requested content; and

substantially continuously providing the client device updates to variable data referenced in the content, wherein the variable data is subject to update by the second server.

12. A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at a first server device from the client device, a request for content;

providing, by the first server to the client device, the requested content,

and by the second server, variable data referenced in the content; and substantially continuously providing the client device any updates to variable data referenced in the content, wherein the variable data is subject to update by the second server.

13.   A data processing system for displaying real-time product information, comprising:

a memory having program instructions; and

a processor responsive to the program instructions to: receive a request for variable data and executable code, respond to the request for variable data and executable code, receive substantially continuous requests for updates to the variable code, and to respond to the substantially continuous requests for updates to the variable code.

14.   A data processing system for displaying real-time product information, comprising:

a memory having program instructions; and

a processor responsive to the program instructions to: receive substantially continuous requests for variable data and provide substantially continuous updates to the variable code.